

### **Remarks/Arguments**

The Office Action mailed May 8, 2007 has been reviewed and the comments therein were carefully considered. Claims 1 – 24, 28 – 32 and 37 - 39 are currently pending. Claims 1 – 24, 28 – 32 and 37 – 39 stand rejected.

#### **Claim Rejections Under 35 USC §103**

Claims 1-4, 7, 10-15, 17-19, 23-24, 28-32, 37 and 38 stand rejected under 35 USC §103(a) as being unpatentable over Macrae, et al., WO 98/17064 ("Macrae"), in view of Collings, U.S. Patent No. 5,828,402 ("Collings"). Applicant notes that Claim 39 also stands rejected by these same references. Applicant traverses this rejection.

The present invention as claimed provides for link information to be displayed during the television programme service, which allows a user to be shown predefined content of the information service, despite the fact that the user has previously submitted a preference not to display the information service during the display of the television programme service. The nature of the link information (associated with predefined content of the information service) provides a clear connection between the initial preference of the user not to display the information service content and the subsequent decision to override and allow display of the information service.

In contrast, the additional embedded information in Collings (closed caption text) is not part of the information service as such, and provides no connection back to the closed caption text. As stated at paragraph 20, lines 7 to 16 cited by the Examiner, the user may choose to display no caption information. However, in Collings, this preference remains in force until it is explicitly changed through the menu, and is not overridden, since no closed caption data is displayed. The user selection in Collings is never overridden.

Applicant has amended Claims 1, 12, 23 and 39 to recite the feature of “the link information being associated with predefined content of the information service”, to help clarify

the inapplicability of Collings. Applicant asserts that neither Collings nor Macrae, either separate or combined, disclose or make obvious these claims.

Accordingly, Applicant asserts that Claims 1, 12, 23 and 39, and all claims that depend upon them are allowable.

### **Conclusion**

Applicant therefore respectfully requests entry of the amendments to the claims and a finding of their allowability. A notice to this effect is respectfully requested. Please feel free to contact the undersigned should any questions arise with respect to this case that may be addressed by telephone.

Applicant believes there is no fee due in association with the filing of this response, however, should there be any fees due the Commissioner is hereby authorized to charge any such fees or credit any overpayment of fees to Deposit Account No. 19-0733.

Respectfully submitted,

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